

A blue-tinted map of downtown St. Louis serves as the background for the title. It shows major streets like Chouteau, 18th St, 19th St, 20th St, and Market St, as well as landmarks like the Gateway Arch and the St. Louis Convention Center. The map is overlaid with the large text "St. Louis downtown 2006".

St. Louis  
downtown

2006

[www.downtownstl.org](http://www.downtownstl.org)

A blue-tinted map of downtown St. Louis serves as the background for the top header. It shows a grid of streets with labels like 'Pine', 'Locust', 'Market', and 'Main'. Various buildings and landmarks are depicted in a stylized, isometric manner.

St. Louis  
downtown

2006

## **Investments in Downtown St. Louis**

**2000-2005**

**\$3.3 billion**

**2006**

**\$1 billion more**

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# Renaissance Grand Hotel





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2006

# Washington Avenue Streetscape





# Old Post Office



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# Ballpark & Ballpark Village





# Pinnacle Casino



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2006

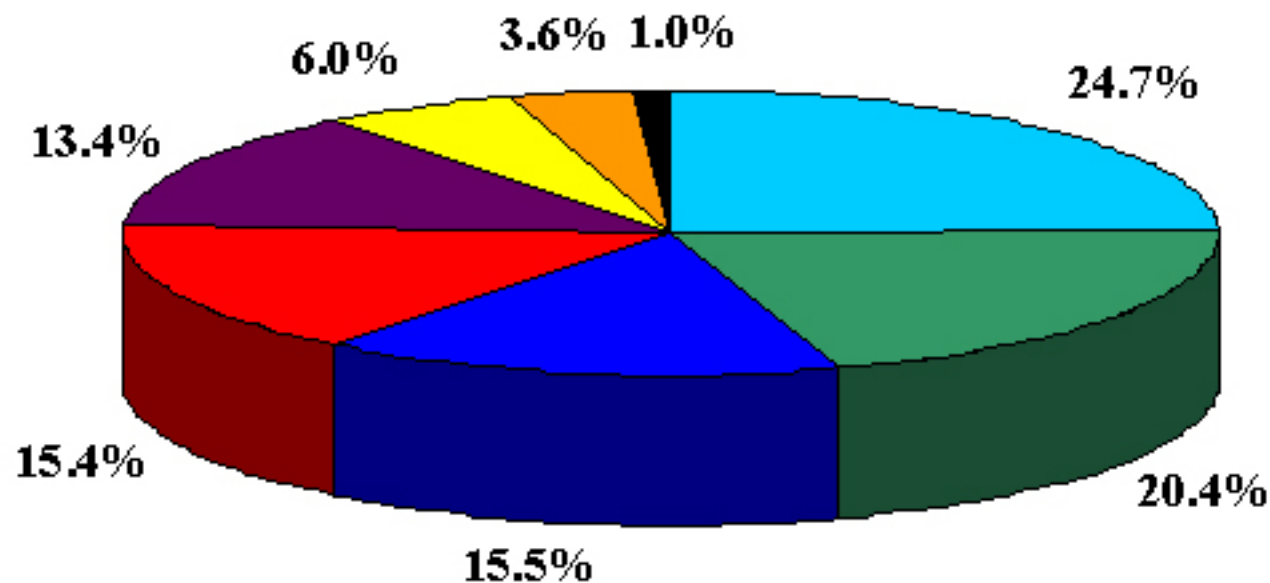
## Alexander Lofts





# St. Louis downtown 2006

**Downtown St. Louis Investment 1999-2005 (By Use)**



## **Downtown Residential Today**

- 5,700 units; 9,700 residents
- 4,900 apartments; 800 condos
- 83% occupancy (open over one year)



## **Residential since 2000**

- 1,700 units; 2,500 residents
- 1,000 apartments; 700 condos
- 91% occupancy (open over one year)

## New Residents Profile

- **Gender**
  - 56% male/44% female
- **Age**
  - 36% in 20s
  - 37% over 50
- **Education**
  - 82% college grads
- **Income**
  - 46% earn \$50K+/yr.
  - 14% earn \$100K+/yr
  - In newer properties -
  - 66% earn \$50K+/yr.
  - inc. 25% \$100K+/yr



## Projected 2006-2008

- 2,100 apartments
  - 2,800 condos
  - 4,900 additional d.u.
- 
- 8,000 additional residents
  - Total DT population by 2009 = 18,000

# Downtown Residential Properties

## Time Line

- Pre 2000
- Post 2000
- Planned/In Const

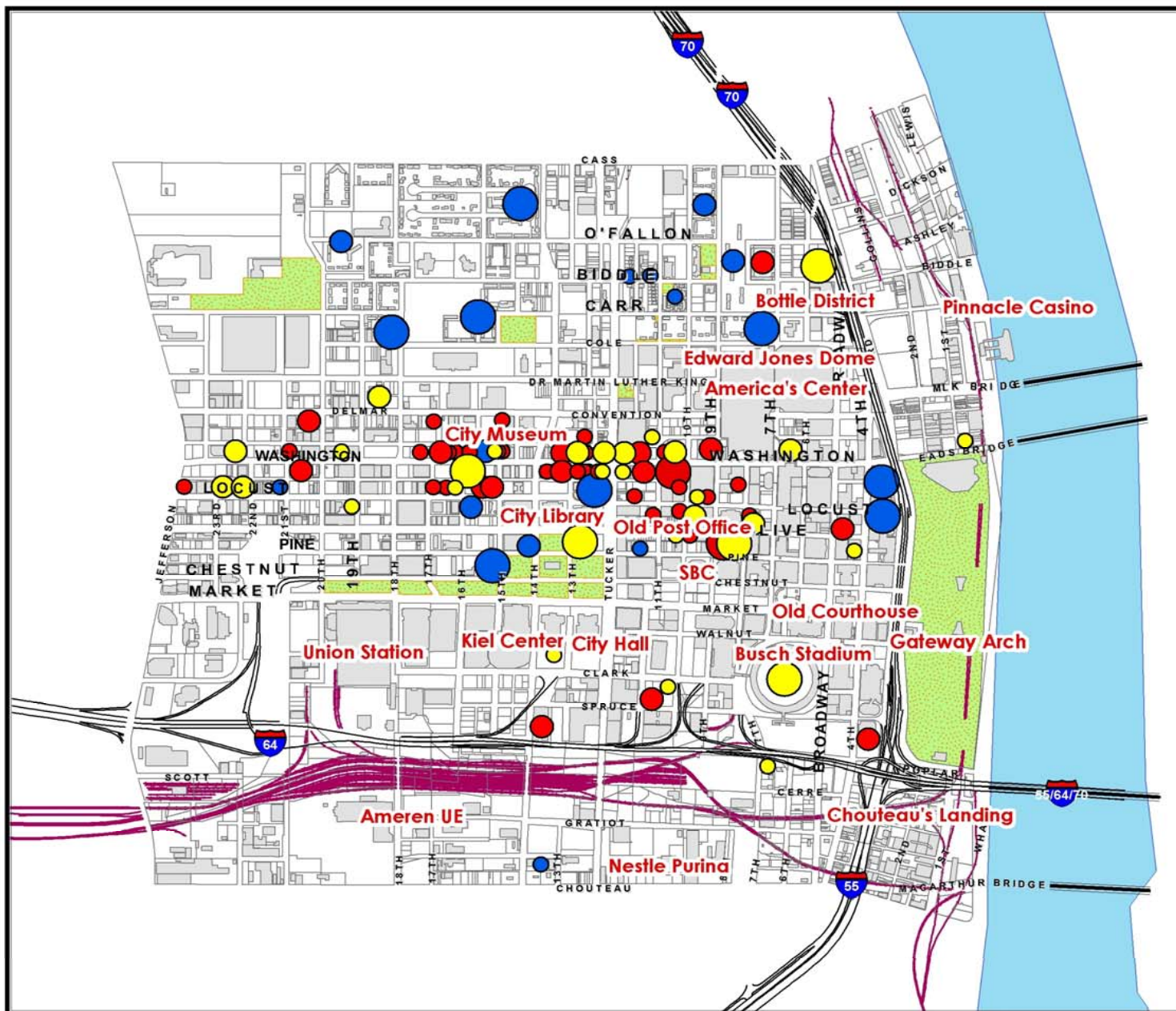
## Symbol Size:

- Small 1-50 Units
- Medium 51-150 Units
- Large 151-700 Units



- Parks
- Bridges
- Railroad Lines

Downtown St. Louis Partnership  
September, 2005

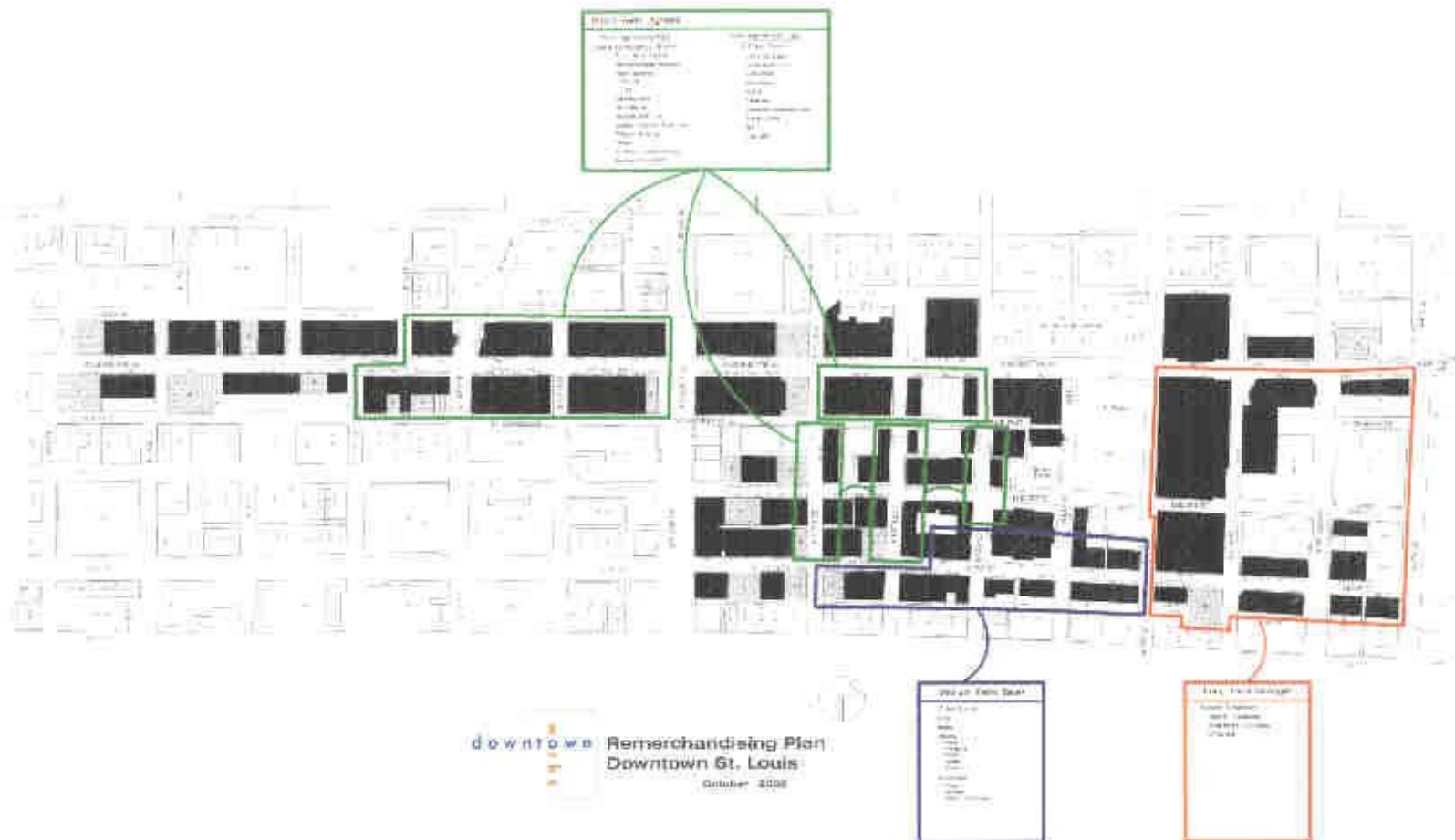




# Retail Strategy

- Merchandising Plan
- Develop incentives
- Hire retail coordinator

# Nodes of Opportunity



## Since 2004

- 26 new restaurants
- 23 new retail establishments



# New Retail/Restaurant Development



## Retail/Services

- Ambiente Collection
- Baseline Workshop
- Blend
- Blue Boat Designs
- Casa Semplice
- Curves
- Ellen Curlee Gallery
- FedEx/Kinko's
- Kenary Park
- Lee J's



## New Retail/Restaurant Development

**Casa  
Semplice™**  
Simplify Your Home



### Retail/Services

- Macro Sun
- Niche
- Pace Framing
- Paper Doll
- Phillip Slein Gallery
- People's Bank
- Salt of the Earth
- UMA
- Urbis Orbis
- Washington Ave Post





# New Retail/Restaurant Development



## Restaurants/Cafes

- 9<sup>th</sup> & Pine Trattoria
- 10<sup>th</sup> St. Italian
- An American Place
- Capri
- Copia
- Espresso Mod
- Flannery's
- Kitchen K
- Koi
- Lucas Park Grille





# New Retail/Restaurant Development



## Restaurants/Cafés

- Mosaic
- Mortimer's
- NY NY Deli
- Red Moon
- Sen Thai
- Smoky O's
- St. Louis Bread Co.
- Tanner B's
- Wasabi
- Zuzu's



# Keys to Success

- Action oriented plan
- Supportive City Administration
- Innovative Developers
- Historic Preservation Tax Credits

# Downtown's Historic Buildings

- 72% are over 50 years old
- 31% are over 100 years old



# Missouri Historic Preservation Tax Credits

- 25% of eligible costs
- Transferable
- Carry back 3 years and forward 10 years
- May be used for **ownership** as well as rental

# Downtown STL Impacts

- 80% of bldgs > 50 yrs: active
- 80% of bldgs > 100 yrs: active

# Federal Historic Tax Credits

- 20% of eligible costs
- Limited to income-producing (rental)
- Carry back 1 yr and forward 20 yrs
- Must hold for 5 yrs



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